



Bowness

Calgary's Finest Residential Sub-division

INTERNATIONAL REALTY, LIMITED

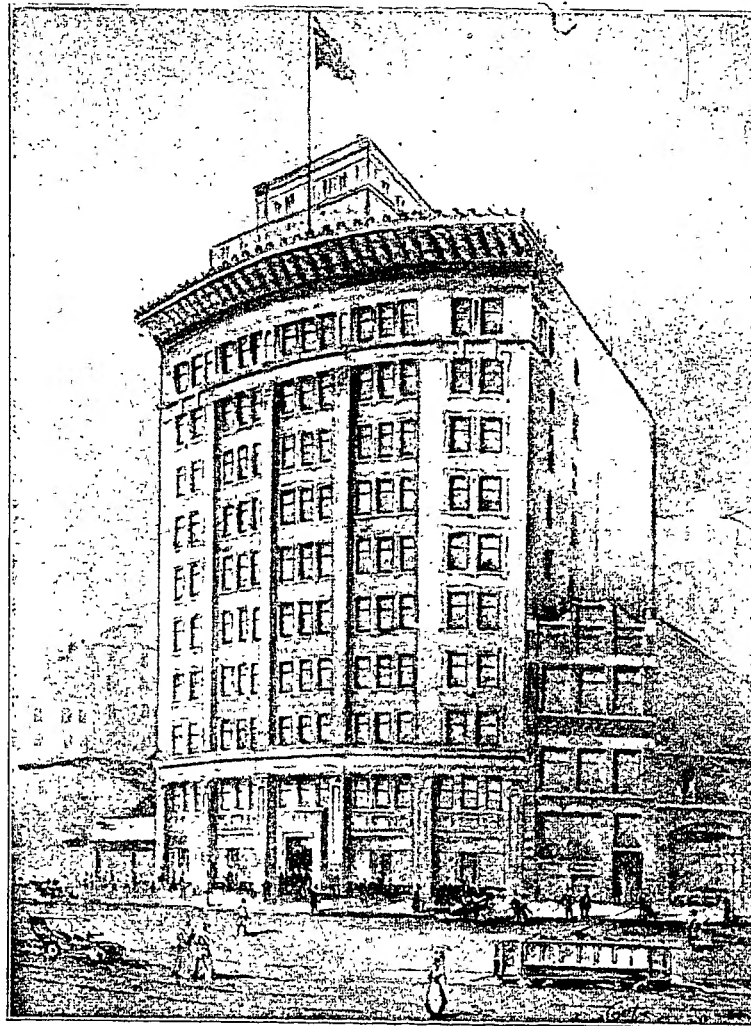
Tom
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A PRETTY DRIVE AT BOWNESS

Bowness

Calgary, Alberta



HOME OF INTERNATIONAL REALTY, LIMITED
WINNIPEG, MANTIOBA

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THE object of this book is to introduce to you *Bowness*, which is absolutely the finest high class residential sub-division of the wonder city, Calgary, in Alberta, Western Canada. Bowness is charmingly situated to the northwest of the city and along the Bow, a delightfully clear river fed by the Rocky Mountain glaciers.

Quite beyond its natural beauties, the very location of Bowness assures that it will become the heart of the finest residential district in the new Calgary that is growing so phenomenally in both population and territory. Its situation to the westward of the city is an important advantage, since the prevailing winds are from the west and the dust and smoke of the growing city will be most objectionable in its eastern portions. Under the enormous expansion of Calgary, which every thinking person admits has just begun, the business interests will very soon require practically all of the present city limits. Already the growth of these industries is beginning to render the present residential districts undesirable, and the prudent houseseeker and citizen is looking for some suburban beauty spot in which to locate his permanent home.

In offering lots in Bowness, the International Realty, Limited, is placing the purchasers on the ground floor, this being the first time the lots have ever been offered for sale.

Bowness has many special advantages and attractions. The electric street car runs to or within a four or five minutes walk of every lot offered. The view from each lot is particularly charming, to the westward being the city's well wooded Island Park, a delightful place of some 84 acres, and far beyond are the great peaks of the Rocky Mountains, to the eastward is Calgary and the big colleges under construction, to the northward the Bow River which is as clear as a crystal and full of game fish, and to the southward are wooded side hills.

The history of all Western Canada cities shows that wherever building restrictions have been placed, property values have gone much higher than elsewhere. In Bowness no house can be built which costs less than \$3,500, and no shop, or other building objectionable to a high class residential district, will be permitted. The houses being erected run from \$5,000 to \$33,000 each in cost, and it is believed that within one year every vacant lot will be worth double and probably treble the present value.



ONE OF THE OLD RESIDENCE STREETS IN CALGARY

Houses Being Built for International Realty, Limited

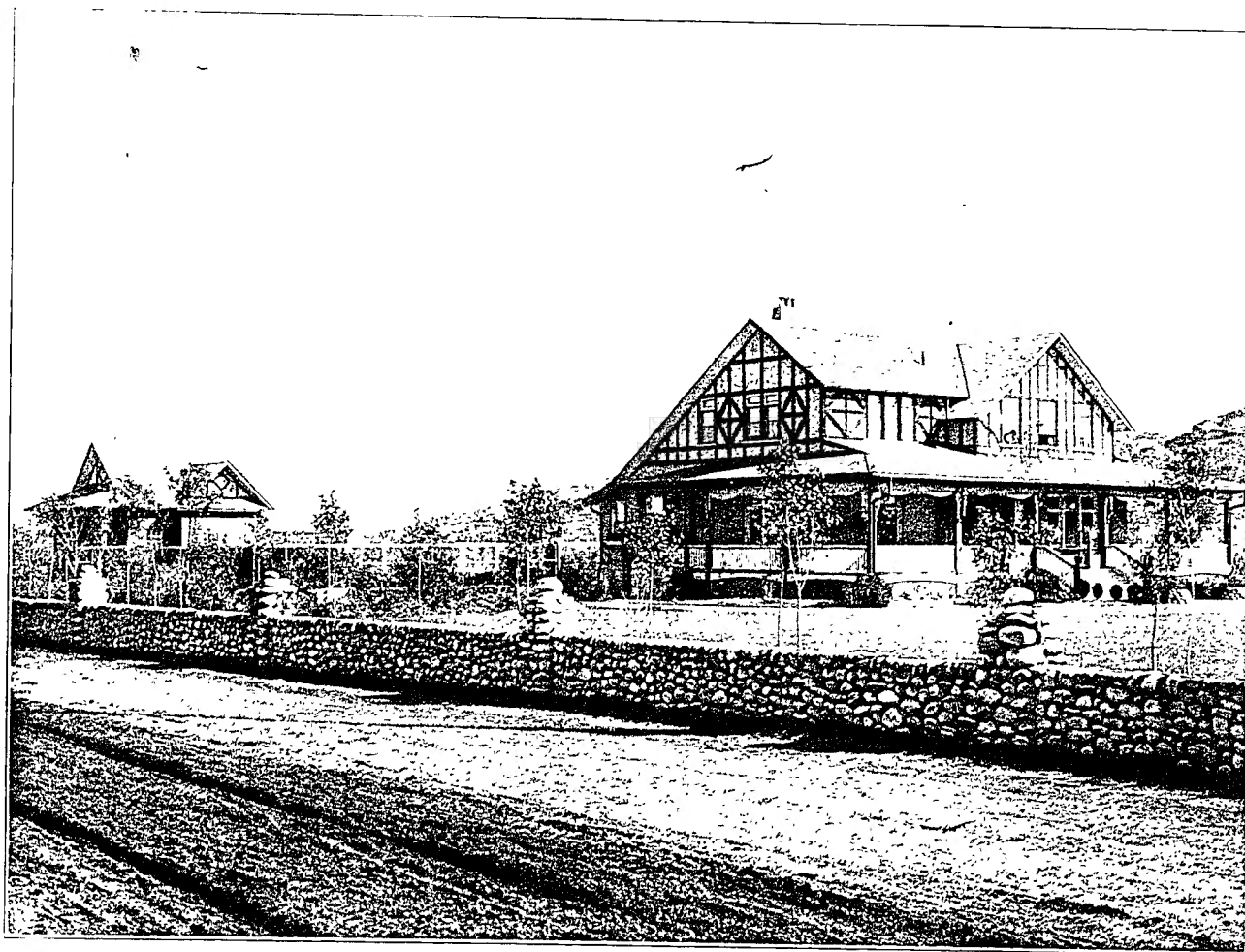


The plan on which the International Realty, Limited, is working is partly purely selfish being one by which every investor in lots must necessarily derive large profits, and owing to the satisfaction among clients further business is obtained. The lot purchasers must make satisfactory profits and to assure this the company has entered upon a development program in the matter of building houses, grading streets, etc. When a good house is erected

the adjoining lots necessarily become more valuable. Some good houses are now under construction as shown on this and the following pages.

When a substantial profit can be made by re-selling lots the International Realty, Limited, will if so desired undertake to make the sale in Calgary, the commission for so doing being the regular rate in Calgary, generally 5 per cent.





A VERY NEW STREET IN CALGARY

Here are a Few Advantages Peculiar to Bowness

1. It is in the line of tremendous development.
2. Two big colleges are locating close to the property.
3. The finest glacier fed river and full of trout can be reached in a walk of three or four minutes.
4. Calgary's island and wooded park adjoins.
5. Electric cars run through Bowness to the Park.
6. A splendid paved motor road along the river and looping on Bowness is guaranteed.
7. International Realty, Limited, is behind a comprehensive development program and is determined to make Bowness the finest residential district of Calgary.

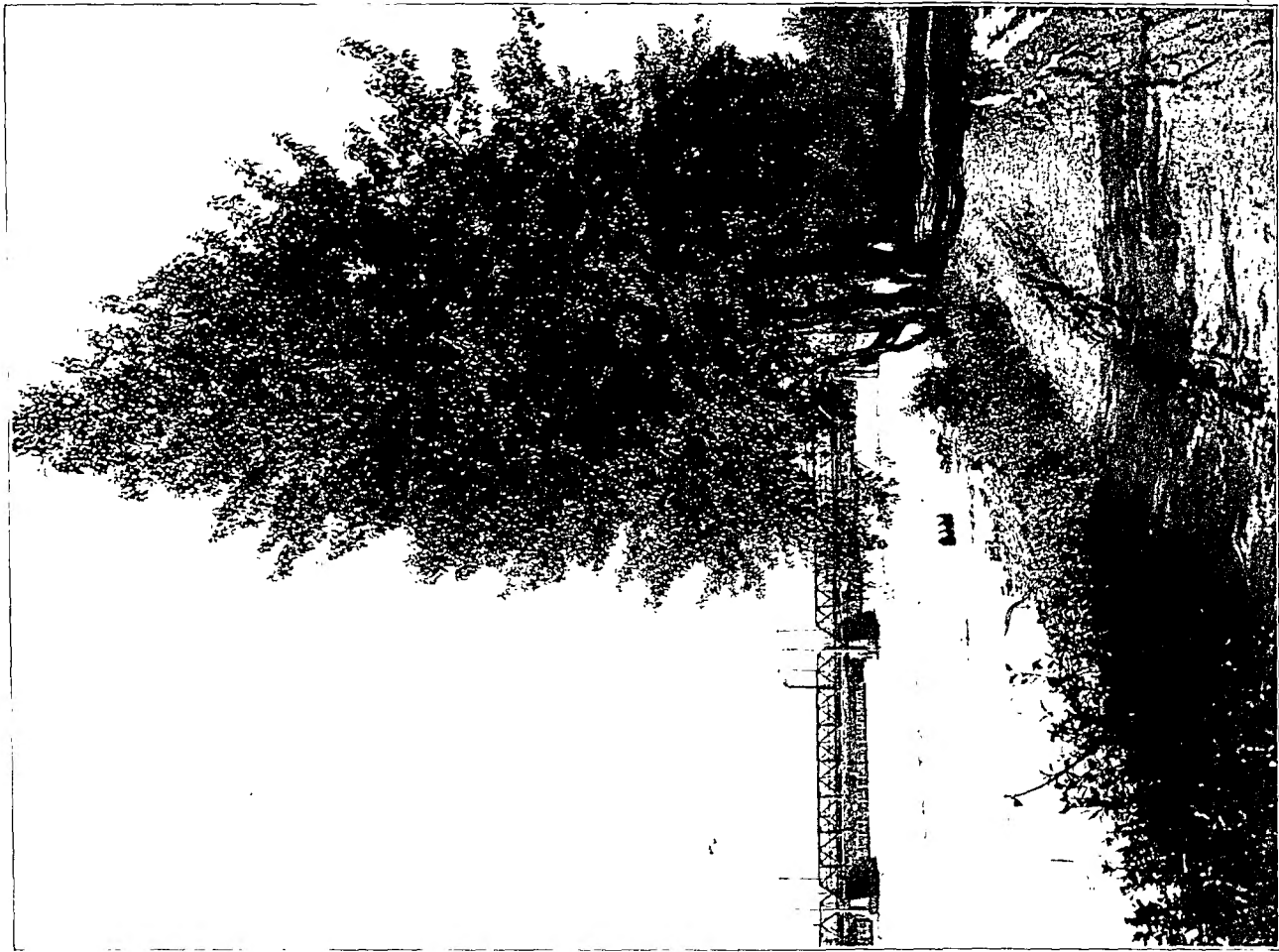
WARNING TO REAL ESTATE INVESTORS

The Hon. J. B. Lucas, Minister without Portfolio in Ontario Cabinet, makes some pertinent observations with regard to real estate propositions in the current issue of Canada, "The field for real estate investments in Canada is very inviting," he says, "both in Ontario and in the West. Properly selected land at anything like present prices cannot but prove a good investment; but outside sub-division property in the West, and, I fear to some extent also in Ontario, is being unduly boomed, and is a dangerous form of investment. I should say don't in the case of Western sub-division property, or any other sub-division property, without special assurances as to where the value lies, and as to its distance from the centre of the city or town it adjoins."—*Financial World*, July 20, 1912.

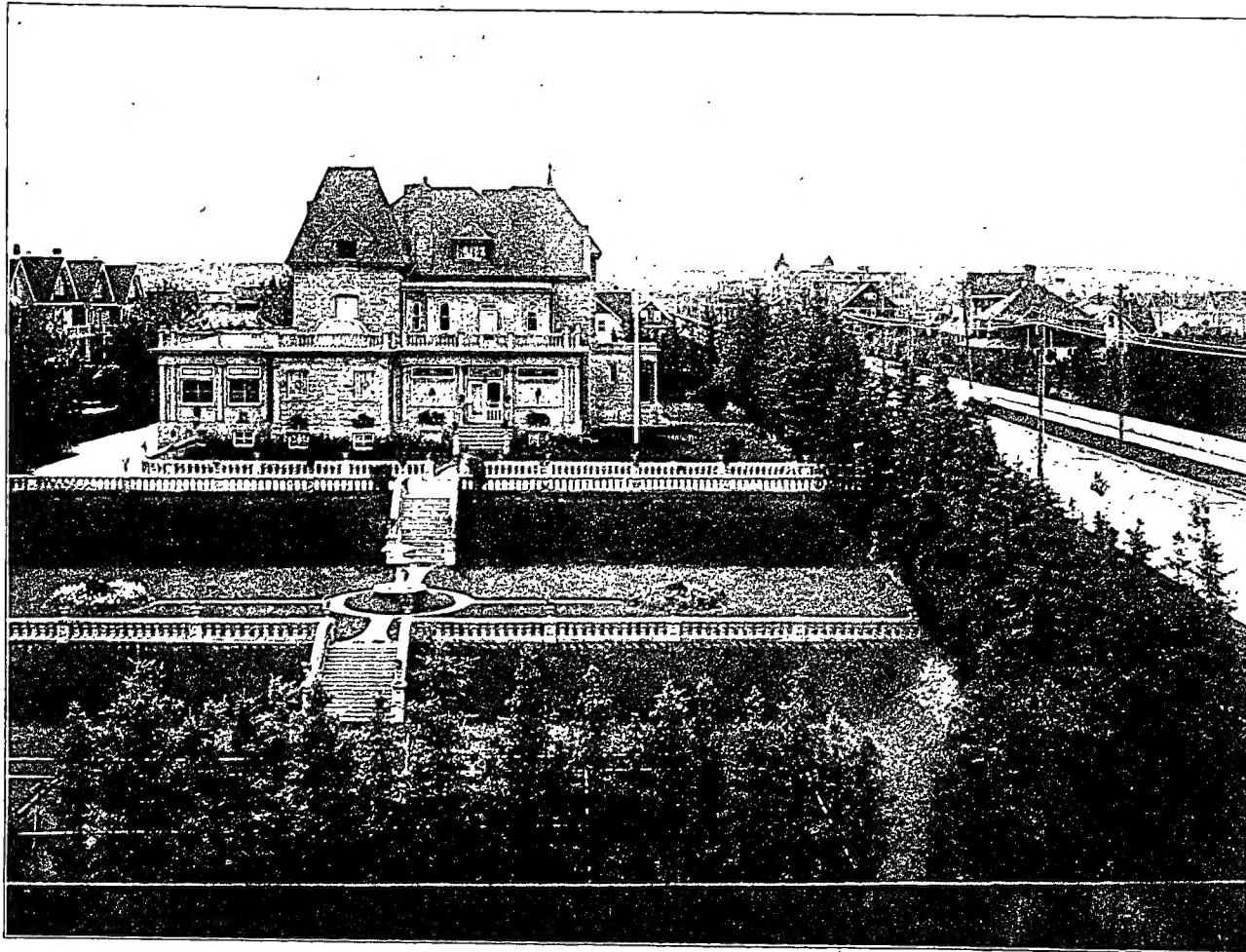
We quote the above extract published in the *Financial World* of July 20, with much pleasure, as it exactly carries out the principles upon which our Company is run. Both our Farm lands and also our City properties have been selected with the greatest care and after very thorough investigation as to their locality, accessibility, and future development.

To fully appreciate the possibilities of Bowness it is necessary to see it, to learn of the tremendous development of Calgary, to feel the thrill of a great metropolis in the making, to see the thousands upon thousands of people pouring into Western Canada every week from Eastern Canada, U. S. A. and Great Britain.

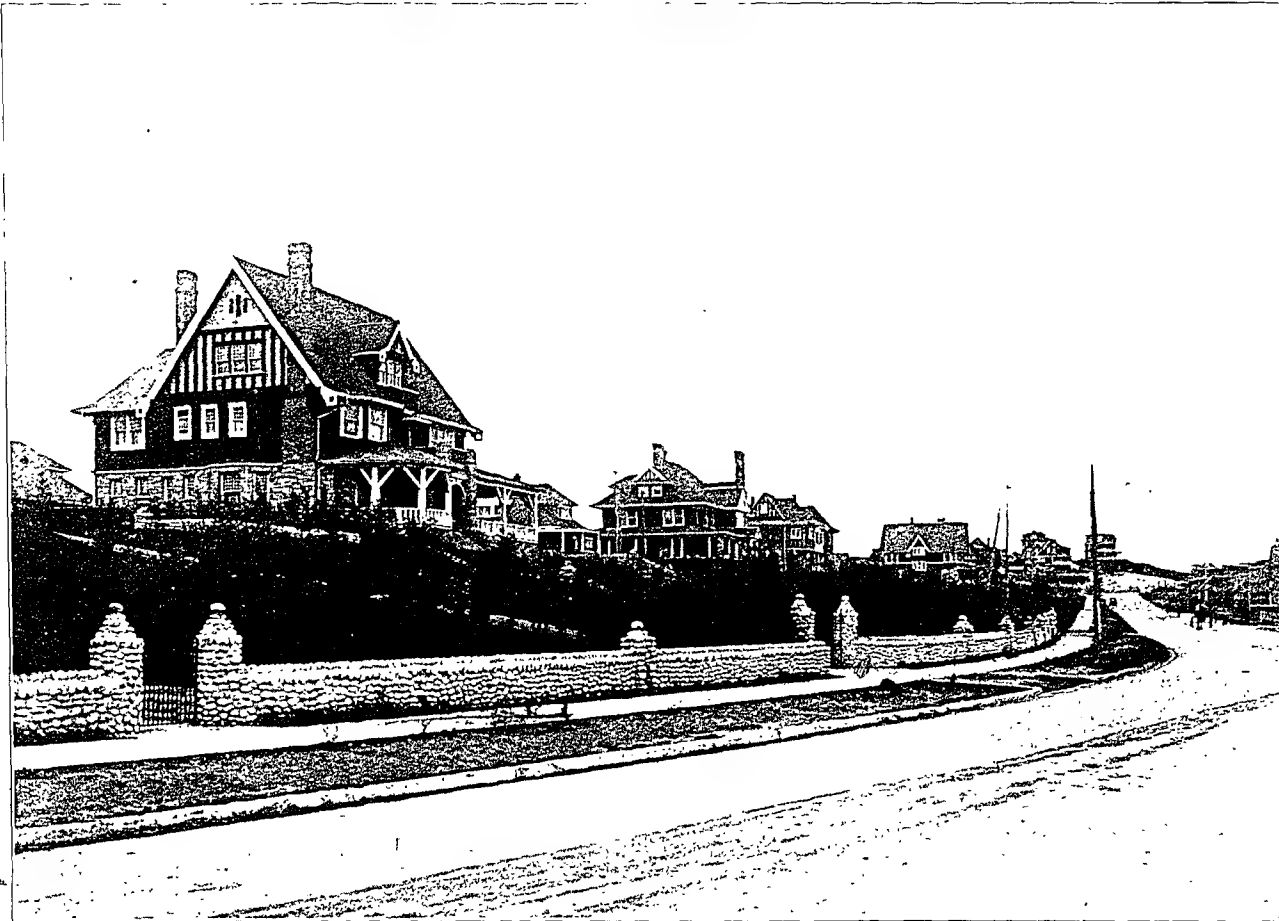
No other country ever experienced such development as is taking place in Canada, no other part of Canada has such development as Alberta and no other city any where ever had such development as Calgary. There is no boom, not the slightest, but there is development.



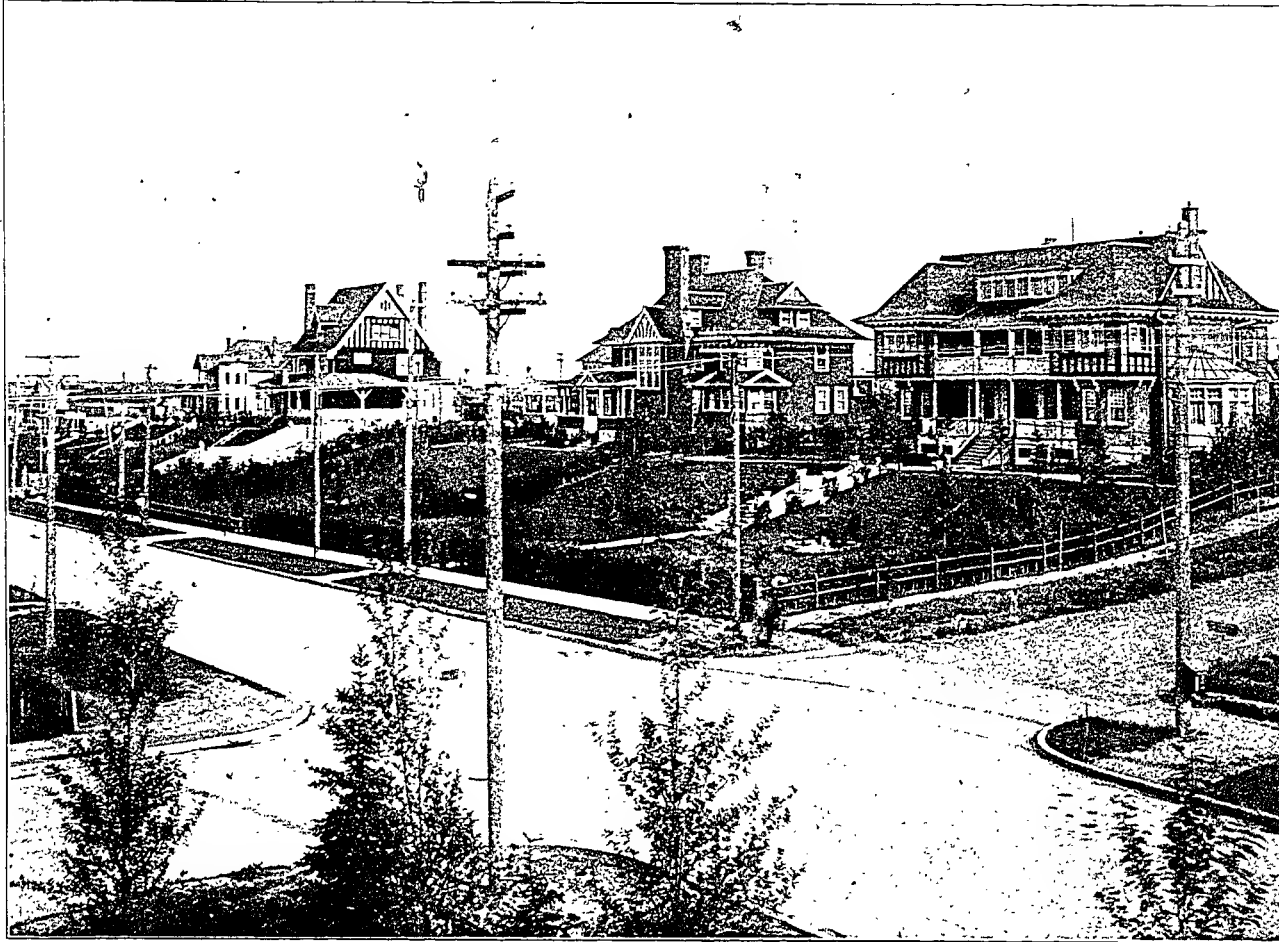
ALONG THE RIVER AT CALGARY



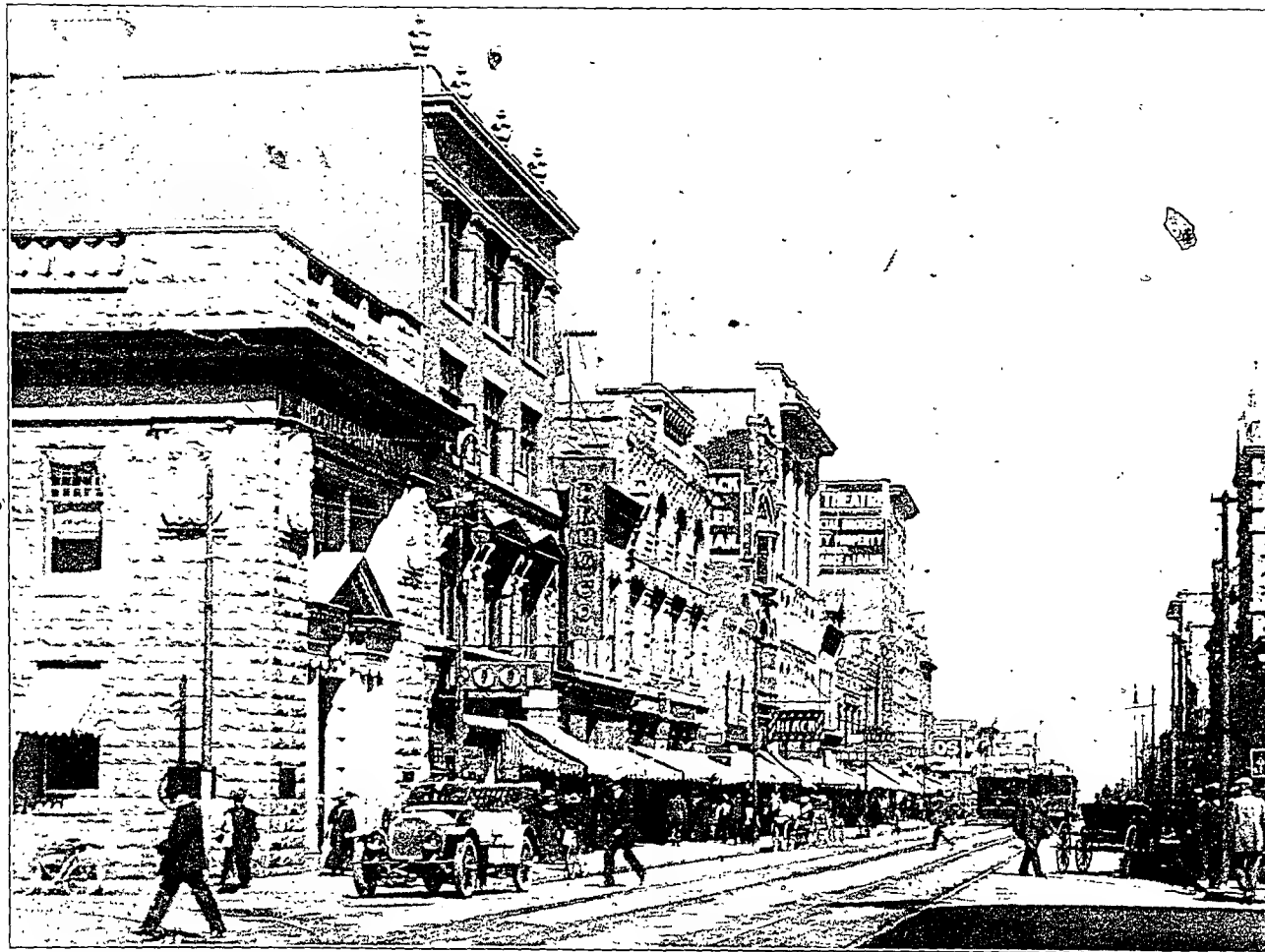
A CALGARY HOME



THREE YEARS AGO THIS WAS AN OPEN FIELD ADJOINING CALGARY.
WE WILL BUILD HOUSES SIMILAR TO THESE IN BOWNESS



THIS HAS HAPPENED IN THREE YEARS. AND IS THE WAY WE EXPECT BOWNESS WILL LOOK IN THE NEXT THREE YEARS



A STREET IN CALGARY, ALBERTA



CALGARY



It is not what a city has been; it's what it IS that counts. Yet more important is what a city is going to be —by all the laws of life MUST be.

The past of Calgary is therefore something in which you may be but little interested. But its present and its future must interest you if you desire to be informed regarding the Biggest, Busiest City of the Middle Canadian West.

Calgary has not become the fifth commercial city of Canada by chance. Its growth has been due to the operation of great natural laws which make and are making one community among communities, greater than the others.

Location. Chief among these factors, in the building of cities, is location. In this Calgary's advantages are unique and indisputable. Calgary is the natural nucleus and distributing point of one of the largest and most productive regions in the world; the divergent centre — the heart which receives from all parts of the tributary region a quota of the wealth which they produce, and, in turn, distributes to them necessities and luxuries gathered from the marts of the world.

Broadly speaking, all Southern and Central Alberta, Western Saskatchewan and Eastern British Columbia are tributary to Calgary. Her position is unchallenged and supreme over a trade domain of 90,000 square miles. North, south and east lie the great Canadian wheat fields, the granary of an Empire—while to the west, in close proximity, are almost inexhaustible areas of coal and timber adequate to supply the needs of the entire prairie west, greater in its area than the whole continent of Europe.

Railways. Three transcontinental railway systems have their lines built, into Calgary, and, when all are in operation, the city will be served by ten distinct main and branch railway lines. In addition, four new roads are projected from Calgary, upon which construction will soon begin. It is, therefore, no surprise that a city so advantageously situated and so well served by railways has become the biggest wholesale distribut-



BOW RIVER AT CALGARY

ing point between Winnipeg and Vancouver, one hundred and sixty wholesale and manufacturing firms maintaining branches here and sending out seven hundred commercial travelers from Calgary each week to solicit business throughout her trade domain.

Manufacturing. Calgary is also rapidly becoming an important manufacturing centre. Cheap power, natural gas, and the possibility of obtaining labor, skilled and unskilled, at fair prices, has made Calgary attractive to the manufacturer. In addition the city offers the manufacturer liberal inducements to locate, in the form of exemption from taxation upon plant and buildings until 1918, also power, light, water, and a factory site with trackage facilities, at cost. No other city in the Canadian West is showing such marvelous industrial development as Calgary at the present time, many large plants having been recently secured, of which the extensive western car shops of the C. P. R. with 2500 men, and the plant of the Dominion Bridge Company, employing 1200 men, are the more notable. Natural Gas is supplied at fifteen cents per thousand feet.

Climate. Calgary has a delightful climate, being free from intense heat in summer and severe cold in winter. The warm Chinook winds from the Pacific moderate the temperature, and there is in winter but little snow. Cattle graze upon the prairie in the vicinity of Calgary all the year round. The mean temperature for the last ten years has been: Spring, 36.2; Summer, 56.9; Autumn, 39.9; Winter, 18.5. The sun shines six days out of seven, and the air is clean, wholesome and invigorating. Calgary's altitude is 3,389 feet above the sea level. In latitude Calgary is south of London, England, and Berlin, Germany.

Its Future. Enough about the Present! What of the Future of Calgary? Can it be doubted? No! Calgary's future is assured. She will not only maintain but will improve her position commercially and industrially in years to come. Nothing but a catastrophe can even temporarily impede her progress. The "COW TOWN" of YESTERDAY, the City of 70,000 TO-DAY, will be the big Metropolis of the Canadian West TO-MORROW. Can you grasp the thought? Then act upon it, for it spells OPPORTUNITY.

Since Calgary has such great growth in population, building construction, bank clearings and civic enterprises, it is impossible to go into statistics in this book and have it show the true conditions even a few weeks after publication. Statistics are therefore supplied on additional sheets which are kept reasonably up-to-date.



WEST END OF BOWNESS



BACKGROUND BOWNESS LAKE



THE BOW RIVER FROM BOWNESS



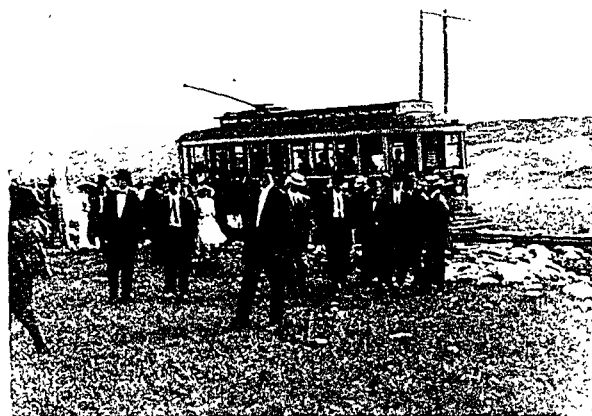
A RESIDENCE AT BOWNESS



BOWNESS PARK



BOWNESS WHERE HOUSES ARE NOW UNDER CONSTRUCTION



CALGARY MUNICIPAL STREET CAR AT BOWNESS



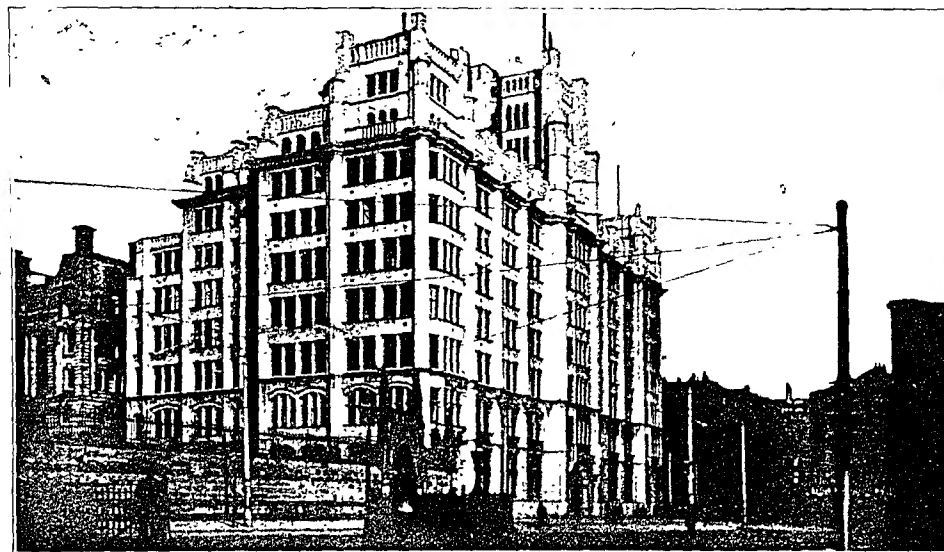
A RESIDENCE AT BOWNESS



GOOD PLACE TO CANOE AT BOWNESS



THE CITY OF CALGARY SCENIC CAR



OUR LIVERPOOL HOME

INTERNATIONAL REALTY, LIMITED

OFFICES

WINNIPEG, MANITOBA
Confederation Life Bldg.

MINNEAPOLIS, MINNESOTA
206 South Fourth Street

OSHKOSH, WISCONSIN
16 Main Street

HAMILTON, ONTARIO
Lister Chambers, James St., N.

VEGREVILLE, ALBERTA

LONDON, ENGLAND
25 Abchurch Lane E. C.

LIVERPOOL, ENGLAND
Tower Building

CALGARY'S GROWTH TOLD BY FIGURES

	1909	1910	1911	1912
Population.....	29,096	44,000	55,000	65,000
Bank Clearings.....	\$98,754,389	\$150,677,031	\$218,681,921	First eight months \$204,103,112
Building Permits	2,420,450	5,589,594	12,907,638	15,861,326

STREET RAILWAY:

Miles of Track.....	3	16½	26½	54
Cars Operated	2	15	22	48
Employes.....	16	82	102	236
Net Profit from July 15, 1909 to to June 30, 1910.....		\$29,435	\$87,206	\$107,253

OTHER MUNICIPAL PROPERTIES:

				Estimated
Street Paving.....	8 miles	12 miles	22 miles	35 miles
Cement Walks.....	48 "	55 "	103 "	150 "
Sewers	44 "	67 "	110 "	180 "
Water Mains.....	52 "	83 "	147 "	200 "

Calgary's Municipal ownership of Public Utilities has enabled the City Government to cut down the rate of taxation in 1911 to 14½ mills and 1912 to 12 mills.

